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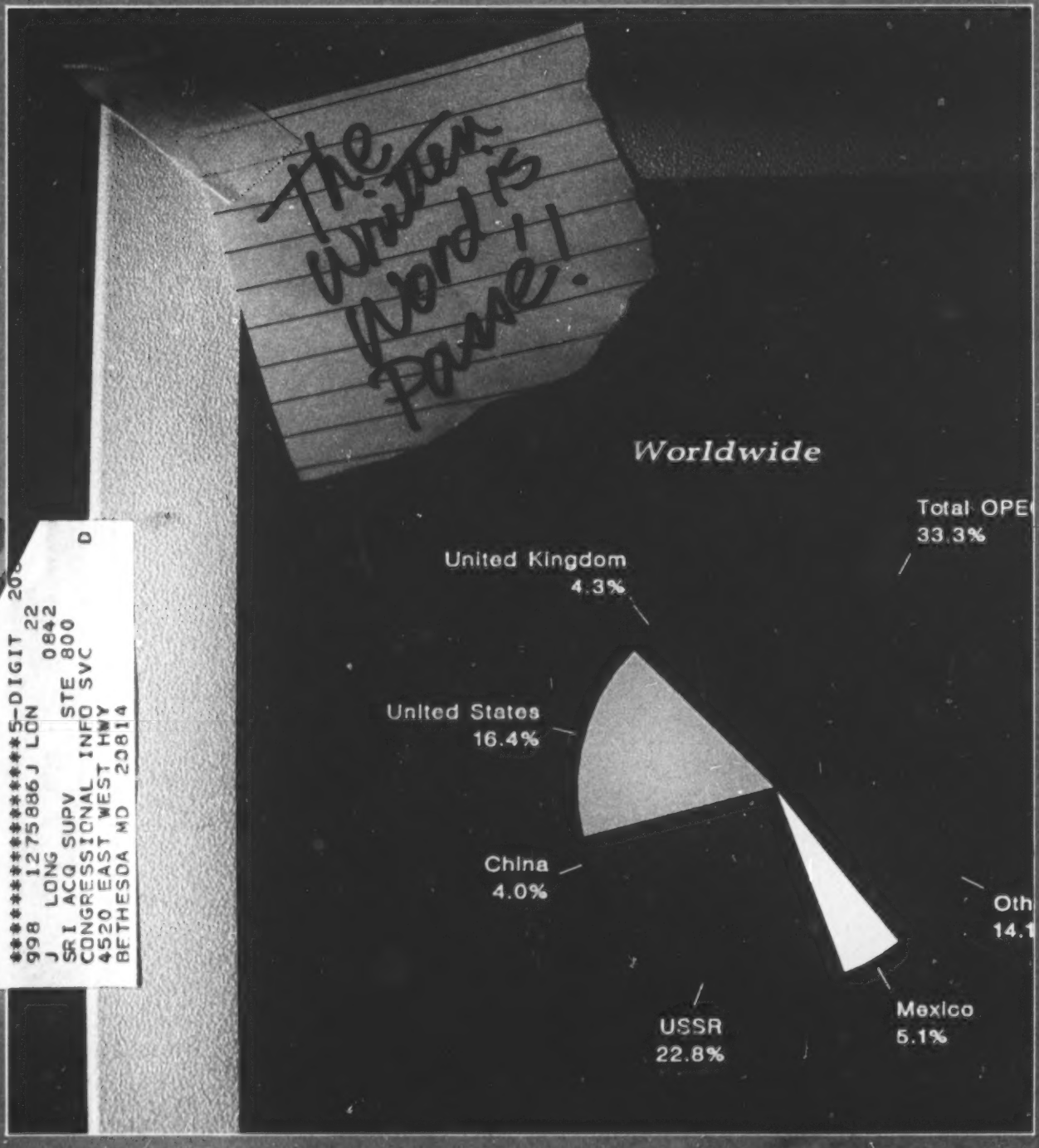
INFOSYSTEMS

PC Communications • Making Unix Secure

15th Annual Micrographics Usage Survey • Artificial Intelligence

Data Security Products



ISSN 0364-5533

INFOSYSTEMS

THE MAGAZINE FOR INFORMATION SYSTEMS MANAGEMENT

April 1985 Volume 32 Number 4

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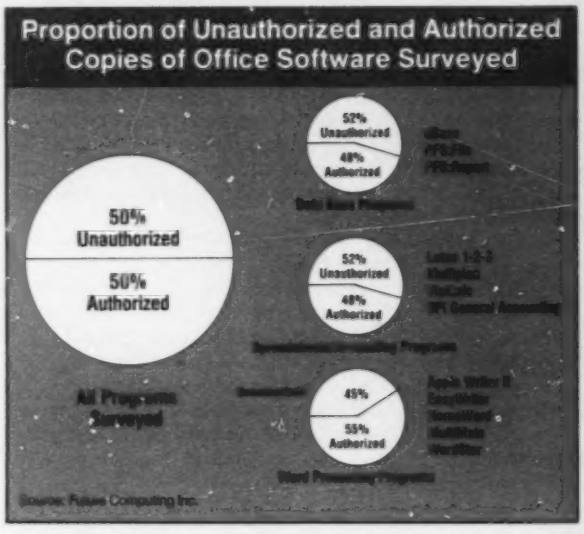
ADAPSO goes after PC pirates

Personal computer (PC) software vendors have been complaining for years about the revenues lost to software piracy, or the unauthorized duplication and distribution of their products. A recent study by Dallas-based research firm Future Computing suggests that vendors have a good reason to howl: fully one-half of all copies of popular PC software are pirated, which will cost the industry an estimated $.8 billion in 1985. The Assn. of Data Processing Service Organizations (ADAPSO) is angry about this. At a press conference, the Arlington, VA, trade group unveiled plans for a three-pronged attack on piracy.

Legal Action. ADAPSO announced a lawsuit filed jointly with MicroPro, located in San Rafael, CA, against the Chicago-based Wilson Jones Co. and parent company American Brands. The suit charges Wilson Jones with distributing pirated copies of WordStar and other MicroPro software at its sales training seminars; it asks for $225,000 for breach of license, plus profits from the bogus copies, damages, penalties and legal fees. ADAPSO claims this is the first of a series of suits it will file against Fortune 2500 companies that pirate software. The group says it will also try to get Congress to stiffen software piracy laws.



Education. ADAPSO will be distributing brochures designed to enlighten the good, the bad and the uninformed about the realities of piracy as ADAPSO sees them. The gist of the message is that piracy is damaging to the industry, unethical and simply illegal.

Software locks. ADAPSO is developing a model hardware and software scheme that prevents unauthorized use of software. The model calls for a software "lock" that is written into the vendor's product to communicate with a small low-cost peripheral, confusingly named a "key ring." To access the product, the user would first have to insert something resembling a house key into the key ring. ADAPSO will be calling on vendors to adopt its model. Many PC products currently incorporate software-only locks designed to prevent duplication, but the Future Computing study indicates that such locks do not seem to impede pirates. One advantage of the ADAPSO scheme is that authorized users will be able to duplicate programs for legitimate purposes such as backup and hard disk use.

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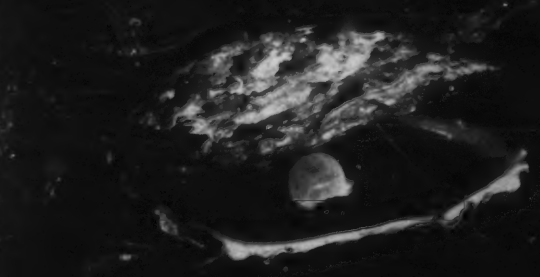

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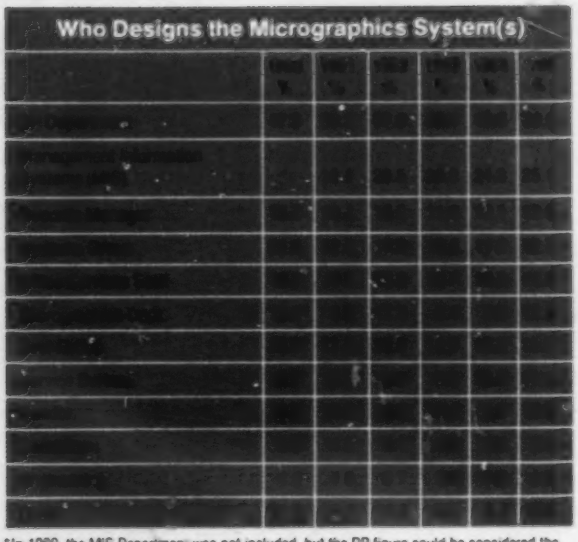
15th Annual Usage Survey

Sizing Up Micrographics

With overall use up slightly, DP/MIS managers continue to shoulder operations responsibility.

By Chuck Cozette, Associate Editor



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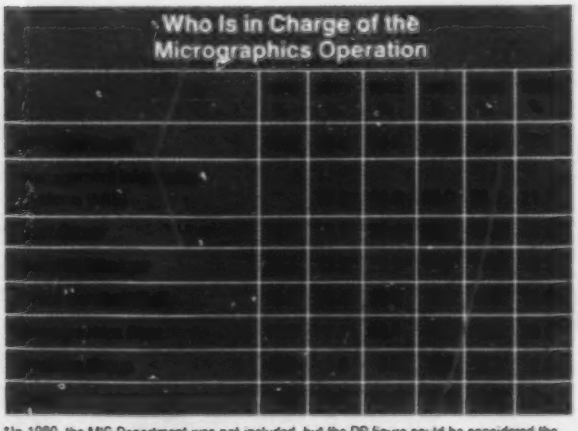

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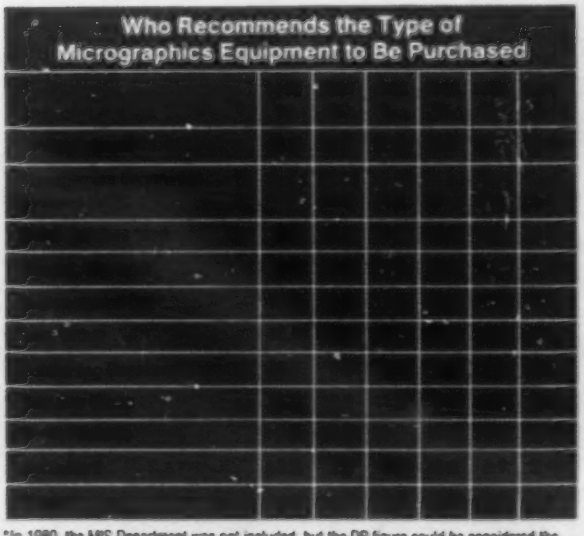
The larger and/or more bureaucratic the company, the greater its dependence on micrographics.

That is one conclusion drawn from INFOSYSTEMS' 15th Annual Micrographics Usage Survey which showed a direct correlation between a company's size and its use of microforms and micro-image storage and retrieval. A second significant factor, according to the survey, is the nature of a company's business, with inherently bureaucratic industries like banking, utilities, insurance, and the government and military heading the list of micrographics users.

Seventy percent of the companies surveyed that have 1,000 or more employees use some form of micrographics, compared to only about 20 percent of companies employing 50 or less. While only 37 percent of the total number of companies surveyed use micrographics, more than 87 percent of banking-related firms do.

The survey, conducted by Hitchcock Marketing & Research Services, Wheaton, IL, was mailed to 7,435 companies and drew 1,560 responses—a 21 percent return.

One factor not affected by the nature of a company's busi-



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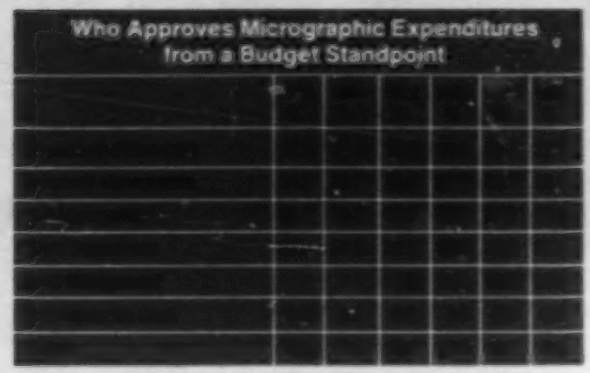
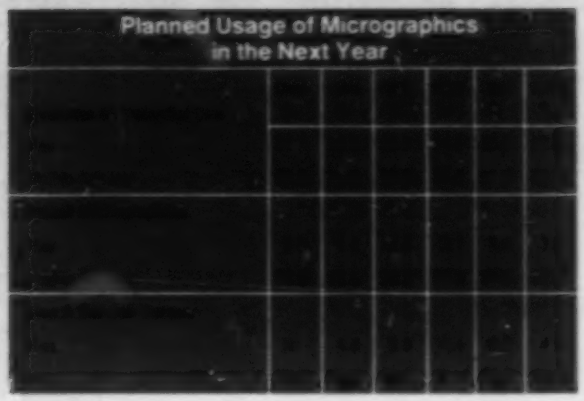
15th Annual Usage Survey



*In 1980 and 1981, the MIS Department was not included, but the DP figure could be considered the combination of DP and MIS.

ness or its size appears to be the responsibility for micrographics operations and systems design. That responsibility typically rests with data processing/management information systems (DP/MIS) managers, according to the survey. Sixty-four percent of survey respondents indicated that their DP/MIS managers were responsible for the total micrographics function up to the point of purchase approval. At that juncture, the DP/MIS manager's role decreases in direct proportion to increased involvement by corporate and financial management, as well as the user department.



While overall use increased slightly over the past two years, micrographics has not shown the kind of growth anticipated. For example, in each survey over the past six years, almost one-third of the respondents who said they were not using micrographics indicated they would be evaluating its potential during the coming year. With the exception of an actual decline in usage from 1981 to 1983, however, survey results indicate a relative stagnancy in the implementation of micrographics since 1980.

Survey administrator Ray Winkler, manager of market research at Hitchcock, believes these figures might be misleading. "Based on the responses we see each year, I think many people are still confused as to what micrographics encompasses," he said. Although efforts were made to clarify terminology by including a definition on the survey, Winkler thinks

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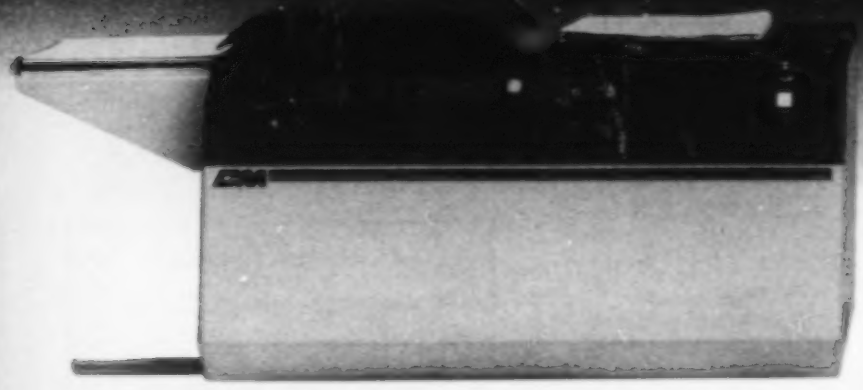

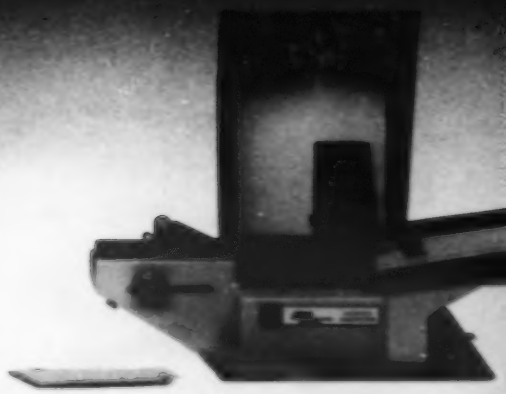

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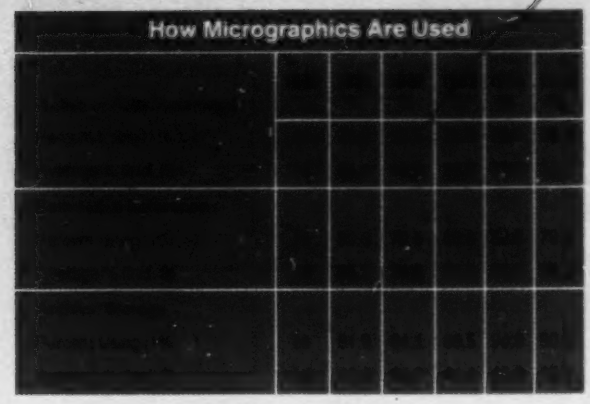

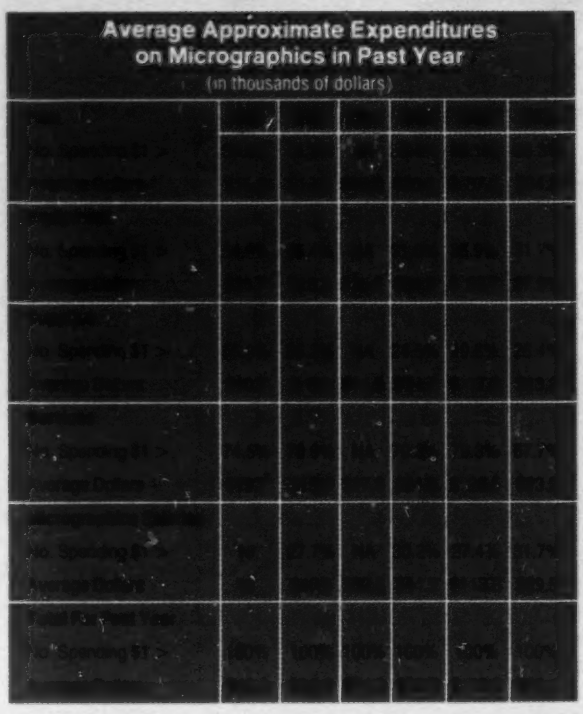

there still are many respondents who said they don't use micrographics when it really is being used. They either don't realize it or call it by another name.

"Those who use an outside service bureau sometimes do not consider themselves to be using micrographics," Winkler explained. "Some say they use microfilm or fiche, but do not consider themselves using micrographics; and others are unknowledgeable about the more sophisticated or newer technological forms of micrographics."

As defined by the survey, micrographics is "an all-encompassing term now generally accepted to include the creation and usage of all types of microforms and micro-images such as microfilm, microfiche and computer-output microfilm (COM)."

The primary function of micrographics, representing almost half of all usage, is for archival storage, according to the survey. Another 30 percent of micrographics users actively ref-

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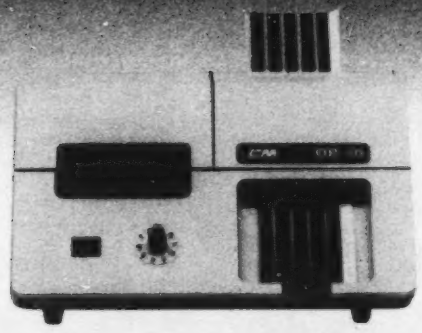

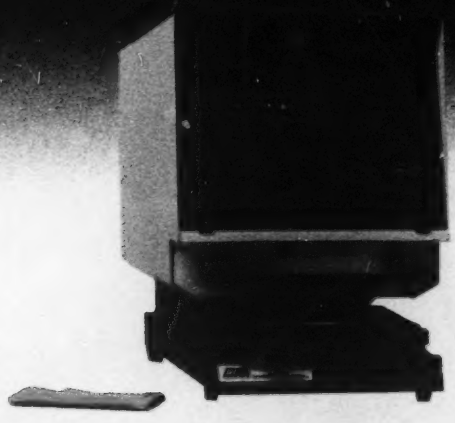

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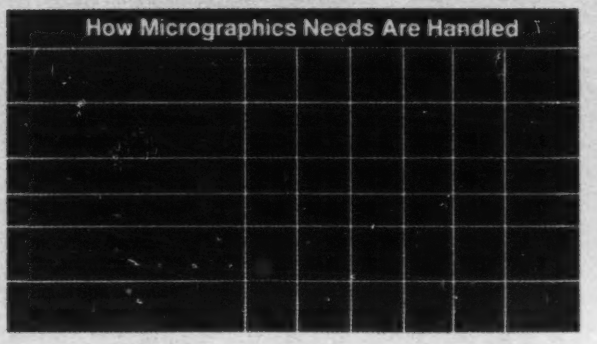

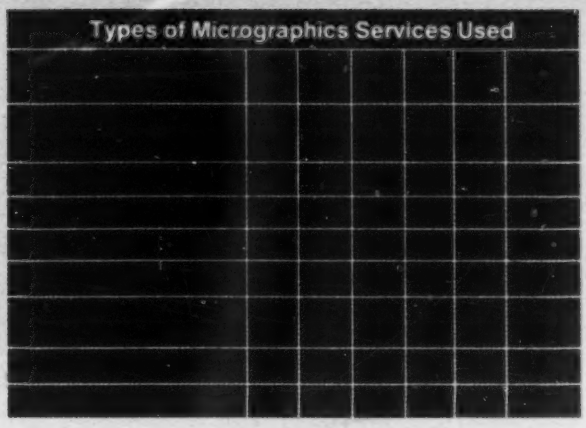

erence stored data on a daily basis, while 20 percent describe their reference needs as semi-active.

Service firms carry much of the micrographics work load, with more than 80 percent of those using micrographics contracting at least part of their work to service bureaus. Forty-four percent handle micrographics exclusively through service firms, 10 percent have most of their work done outside and another eight percent split the work evenly between in-house and outside services. Only 19 percent of the companies involved in micrographics do it all on their own, according to the survey.

"We avoid designing programs in-house in order to keep internal staff to a minimum," said one respondent at a large federal agency. "Generally, the only use of in-house micrographic programs and staff is on occasions where the security level of documents precludes the use of service bureaus."

Dependence on service bureaus is likely to continue, according to the survey. Eighty-six percent of those using micrographics expect little change in the way it is handled in the next year; only nine percent plan to do a larger share in-house; and five percent expect to increase use of service bureaus. This dependence is not universal, however. An industry breakdown revealed that more than 20 percent of respondents at financial and utility companies plan to increase in-house micrographics work.

For users of service bureaus, COM was used twice as often as the next highest mentioned service. More than three out of four respondents used service bureaus for COM: 38 percent to convert documents to film; 31 percent to process film; and 25 percent to duplicate film.

In-house COM usage has remained relatively stable (17 per-

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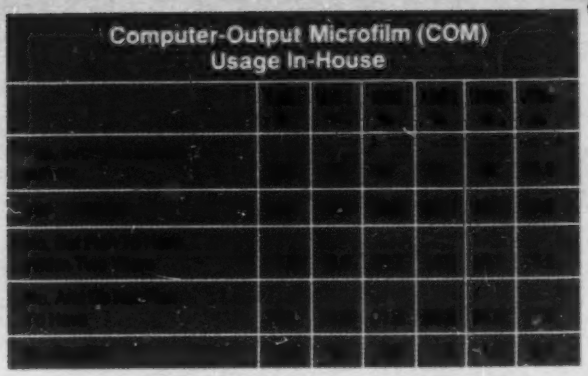

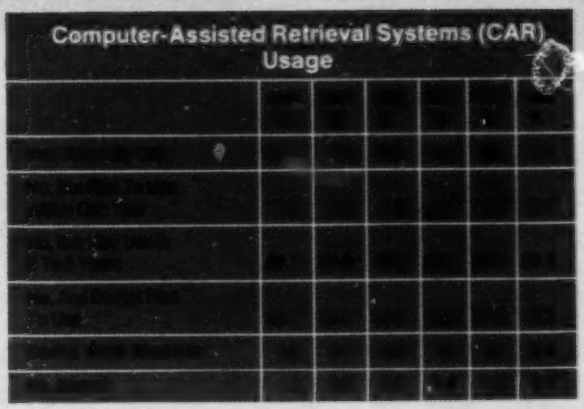

cent this year) since 1980, according to the survey, while use of computer-assisted retrieval (CAR) systems has increased only slightly (12 percent this year). Of those currently using CAR, 41 percent use a mainframe-controlled unit, 39 percent use a standalone retrieval unit and 16 percent use both. Transportation and insurance firms are the biggest users of CAR, according to the survey.

Although magnetic tape and computer files also were mentioned, paper and hard copy remain the most often used alternatives to micrographics. While some might believe dependence on paper is unforgivably old-fashioned, others hold similar feelings toward micrographics—at least as they understand the term.

"We don't believe micrographics has a future," said one respondent not presently using micrographics. "We're planning on optical laser disk or some other computer-accessible and readable media to gradually replace our paper storage."

Reduced spending in 1985, down almost 14 percent from a year ago, might seem to support such a negative forecast for micrographics usage. Total spending is still higher than it was in 1983, however, and almost double 1981 expenditure levels. (IN)

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Complete Reports Available

Complete spiral-bound copies of the backup summary of the survey are available for $50. This summary includes a detailed breakdown, by industry, for each of the survey's 18 questions. Check or company purchase order must accompany all orders. Mail request to INFOSYSTEMS Micrographics Survey, Research Department, Hitchcock Publishing Co., 25W550 Geneva Road, Wheaton, IL 60188.

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